

Austin Peay State University
Department of Communication and Theatre
COMM 5350.W01, Media Management (3)
SUMMER 2009/Dr. Frank E. Parcels, Instructor
Course meets for 8-weeks from June 8, 2009 until July 30, 2009

Course Description

Legal, social, management, programming, and sales aspects of broadcast station and cable system management are presented and reviewed.

Course Objectives

- *develop an understanding of the role of management in commercial and noncommercial radio and television stations, and cable systems.
- *discover the organizational structure and the responsibilities and duties of various personnel of broadcast stations and cable systems.
- *explore the ethical standards, issues and responsibilities found in broadcasting and cable today.
- *learn about laws affecting broadcasting and cable from various federal government regulatory agencies such as the FCC, FEC, FTC, and others.
- *investigate broadcast audience analysis and measurement, and achieve some level of understanding of the practical implications of ratings for broadcast sales and programming.
- *study both the personnel and financial management functions of broadcast stations and cable systems.

Course Requirements

All assignments in this course must be completed by posting your responses in the D2L Discussion Board or Drop Box. It is suggested that you employ Microsoft Word (any version in either Windows or Macintosh formats) to compose your Discussion Board postings. Then, save them as a *text file* (.txt); **NOT** as a Word document (.doc/.docx) or a rich text file (.rtf). Finally, copy and paste your *text file* into the Discussion Board.

When submitting Microsoft Word documents (.doc or .docx), be certain to place them in the appropriate D2L Drop Box. Keep the American Psychological Association *Publication Manual* (5th ed.) in mind while composing any paper or Discussion Board posting in this class. You must use the APA Manual for your writing style and for your formatting of in-text references and citations in the reference list. Click [here](#) to review the APA *Publication Manual* (5th ed.) in a convenient summary format.

Course Textbooks

Albarran, A. (2006). *Management of the Electronic Media* (3rd ed.). Belmont, CA: Wadsworth.

Sylvie, G., Wicks, J., Hollifield, C. A., Lacy, S., & Sohn, A. (2008). *Media management: A casebook approach* (4th ed.). New York: Lawrence Erlbaum Associates.

Instructor Expectations

Student participation in the D2L discussion board and in group projects is an expected and evaluated part of this course. *Students are expected to post comments on peer postings, but these comments **CANNOT** include grammar and syntax corrections, and duragatory comments.*

The amount of time that every student spends in the course is recorded by D2L and tracked in the course statistics log for later review by your instructor.

Course Evaluation

*Student evaluation varies by assignment, but may involve self, peer, and instructor assessment. All assignments include consideration of the required content information, use of the English language, employment of the APA writing style manual, *APA Publication Manual* (5th ed.)).

*Students will take all examinations online. No proctors are required. Students simply click on the appropriate examination link, complete the "objective" examination (true-false, multiple choice, and matching 60-item tests), and submit the examination for grading.

*Grading Scale:

Grade	Definition	Points	Percentage
A	Superior	1440 to 1600	90 to 100%
B	Very Good	1280 to 1439	80 to 89%
C	Good	1120 to 1279	70 to 79%
D	Poor	960 to 1119	60 to 69%
F or FA	Failing	959 to 0	59% to 0

Felix G. Woodward Library

The Felix G. Woodward Library is available featuring online databases for use by students enrolled in in this course. Click [here](#) to visit the library now.

Students with Special Needs

Qualified students with documented special needs through the APSU Department of Disability Services will be provided reasonable and appropriate academic accommodations by their instructor. Prior to granting accommodations for student special needs in this course, Dr. Parcels must receive written verification of a student's eligibility from the APSU Disability Services staff.

It is the student's responsibility to initiate contact with the Disability Services staff and to follow the established procedures for having the notice of accommodation sent to Dr. Parcels through campus email. To contact APSU Disability Services, click [here](#) to view online information.

Technical Support from Help Desk

Students encountering technical problems within the Blackboard online classroom for this course or experiencing other difficulties with APSU email accounts or contacting the instructor, should contact the APSU Information Technology Help Desk by email at helpdesk@apsu.edu, by telephone calling (931) 221.4357, or online on the world wide web by clicking [here](#).

Changes to Course Syllabus

Your instructor reserves the right to adapt or change the syllabus due to what he considers to be necessary circumstances. Should changes in the syllabus occur, your instructor will notify all students enrolled in the course using their APSU email accounts.

Class Schedule

All readings are due on or before the date listed.

Week	Dates	Unit & Lectures	Assignments	Examinations	Readings
1	6/8 to 6/14	UNIT I: Broadcast and Cable Today: Theory and Practice Lecture #1: The Electronic Media Today Lecture #2: Electronic Media Managers	#1: Case Study Discussion; Albarran, "Local Alliances," p. 47 #1 DUE: Thursday, 6/11, posted in the D2L Discussion Board by 10 PM.	Exam I: available from Friday, 6/12, at 10 AM through Sunday, 6/14, at 10 PM. <i>This examination covers all readings and lectures from Unit I.</i>	Albarran, Chs. 1, 2, & 4; and, Sylvie, et al., Chs. 1 & 2
2 & 3	6/15 to 6/28	UNIT II: Electronic Media Personnel & Financial Management Lecture #3: Personnel Management Lecture #4: Financial Management	#2: Case Study Discussion; Sylvie, et al., "Case 3.1 Charles and Mae," p. 73 #2 DUE: Thursday, 6/18, posted in the D2L Discussion Board by 10 PM.	Exam II: available from Friday, 6/26 at 10 AM through Sunday, 6/28, at 10 PM. <i>This examination covers all readings and lectures from Unit II.</i>	Albarran, Chs. 5 & 6; and, Sylvie, et al., Chs. 3 & 4

			<p>#3: Broadcast Management Approach Paper #3 DUE: Thursday, 6/25, submitted in the D2L Drop Box by 10 PM using MS Word (.doc or .docx).</p>		
4 & 5	6/29 to 7/12	<p>UNIT III: Electronic Media Law and Ethics Lecture #5: Foundations of Electronic Media Regulation Lecture #6: Electronic Media Ethics</p>	<p>#4: Media Social Responsibility #4 DUE: Tuesday, 7/7, submitted in the D2L Drop Box by 10 PM using MS Word (.doc or .docx). #5: Case Study Discussion; Sylvie, et al., "Case 6.2 Expanding the Web Site," p. 164. #5 DUE: Friday, 7/10, posted in the D2L Discussion Board by 10 PM.</p>	<p>Exam III: available from Friday, 7/10, at 10 AM through Sunday, 7/12, at 10 PM. This examination covers all readings and lectures from Unit III.</p>	Albarran, Chs. 3 & 11; and, Sylvie, et al., Ch. 6
6	7/13 to 7/19	<p>UNIT IV: Electronic Media and The Audience Lecture #7: The Ratings: Industry and Government Oversight Lecture #8: Conducting Audience Analysis and Measurement Lecture #9: Interpreting the Ratings to Make Money</p>	<p>#6: Case Study Discussion: Sylvie, et al., "Case 9.6 Analyzing Research Methods for Measuring Online Audiences," p. 299. #6 DUE: Thursday, 7/16, posted in the D2L Discussion Board by 10 PM.</p>	<p>Exam IV: available from Friday, 7/17, at 10 AM through Sunday, 7/19, at 10 PM. This examination covers all readings and lectures from Unit IV.</p>	Albarran, Ch. 7; and, Sylvie, et al., Chs. 8 & 9
7	7/20 to 7/26	<p>UNIT V: Organization and Operation of Electronic Media Lecture #10: Organization and Operation of Electronic Media Lecture #11: Electronic Media Sales Lecture #12: Electronic Media Programming Lecture #13: Electronic Media Production Lecture #14: Electronic Media News</p>	<p>#7: Case Study Discussion: Sylvie, et al., "Case 7.2 Connecting Online and traditional Media: Not Always an Easy Planning Task," p. 190. #7 DUE: Thursday, 7/23, posted in the D2L Discussion Board by 10 PM.</p>	<p>Exam V: available from Friday, 7/24, at 10 AM through Sunday, 7/26, at 10 PM. This examination covers all readings and lectures from Unit V.</p>	Albarran, Chs. 8, 9, 10, & 12; Sylvie, et. al., Chs. 5, 7, & 10
8	7/27 to 7/30	None	None	Final Exam: available from Monday, 7/27, at 10	None

**AM until Thursday, 7/30,
at 10 PM. This final
examination includes
verbatim but randomly
selected items from each of
the five (5) Unit
Examinations.**

Class Ingredients

Item	Number	Title	Description	Value
Assignments	1, 2, 5, 6 & 7	Case Study Discussions	<p>Brief discussion with suggested resolution for the assigned case. Posted online in D2L Discussion Board.</p> <p>Requirements:</p> <p>*Students must follow the textbook instructions. *Students must use and cite at least TWO sources from outside of class. I suggest that these be used to (a) establish case evaluation criteria for your analysis and (b) identify and review a similar case study (benchmarking) to assist with your analysis. *Students are required to post at least 3 comment and feedback postings about peer postings. These must be meaningful and not simply, "I liked what you said," or "That's great."</p>	100 each or 500 total
Assignment	3	Broadcast Management Approach Paper	Individual students develop a theoretically-based approach to managing a radio station, television station or cable system in a maximum of a 10 p., typewritten, double-spaced paper. Paper is uploaded to the D2L Drop Box as a Microsoft Word document (.doc or .docx).	200

Assignment	4	Research Paper	Individual students compose a 5 p. typewritten, double-spaced research paper employing the APA <i>Publication Manual</i> (5th ed.) writing style, solid use of the English language, and looking at broadcast social responsibility as practiced today. Paper is uploaded to the D2L Drop Box as a Microsoft Word document (.doc or .docx).	200
Examinations	I, II, III, IV, & V	Unit Examinations	60 item examinations including true-fasle, multiple choice, and matching items taken from the readings and lectures from each unit.	100 each or 500 total
Participation	None	Participation	Instructor evaluation of student participation based upon their time spent learning (using D2L statistics for lecture viewing, use of discussion board) and responses of feedback and comments posted for peer in Case Study Discussions.	200
Final Examination	None	Final Examination	100 item examination including verbatim but randomly selected true-false, multiple choice, and matching items equally distributed from the 5 unit examinations.	500
			TOTAL	1600